



How to Make a Good Presentation

International Association for Energy Economics

USAEE / IAEE Conference

Houston 19-Sep-2007

A Passion to Perform.

Deutsche Bank 

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What Is the Point of This Presentation?

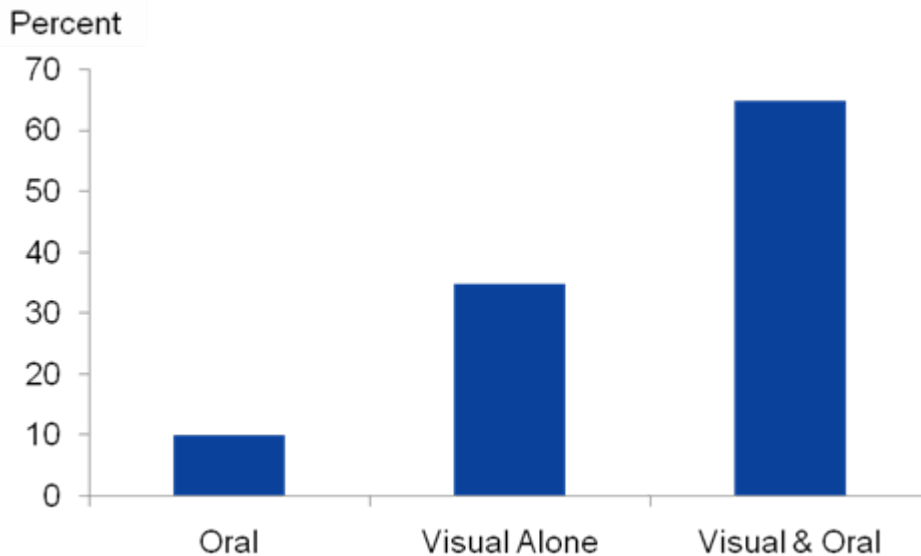
You've invested an enormous amount of work writing a great paper on energy economics. Now you've got just a few minutes to explain why your effort was...

not a complete waste of everybody's time.

Selling your idea is as important as the idea itself!

Speech, Paper or PowerPoint ?

Retention of Information



The PowerPoint Hammer

It's not the hammer, it's the person wielding it that makes it either useful or dangerous.

Paul Buckley

It takes me about three weeks to write an impromptu speech.

Mark Twain

Why You Should Use Visual Aids

- Graphics add impact and interest to a presentation and add to understanding
- Retention of information 3 days after a meeting is 6 times greater when information is presented by a combination of visual and oral communication compared to the spoken word alone

Source: US Department of Labor, *Presenting Effective Presentations with Visual Aids*

<http://www.osha.gov/doc/outreachtraining/htmlfiles/traintec.html>

PowerPoint Not for All Occasions

**Gettysburg Cemetery
Dedication**

Abraham Lincoln

11/19/1863

home back next

Summary

- New nation
- Civil war
- Dedicate field
- Dedicated to unfinished work
- New birth of freedom
- Government not perish

11/19/1863

home back next

Source: Peter Norvig, Gettysburg PowerPoint Presentation

<http://norvig.com/Gettysburg/making.html>

Generic Conference Presentation Framework

...15 slides (or less) for a 20 minute talk

- Title Page / Presenter's Details (1 slide)
- Conclusion / Forecast (1-2 slides)
 - Give the core of the issue studied and insights found
 - What are the key ideas you want people to leave with?
- Outline / Agenda (1 slide) *Some experts say no to this!*

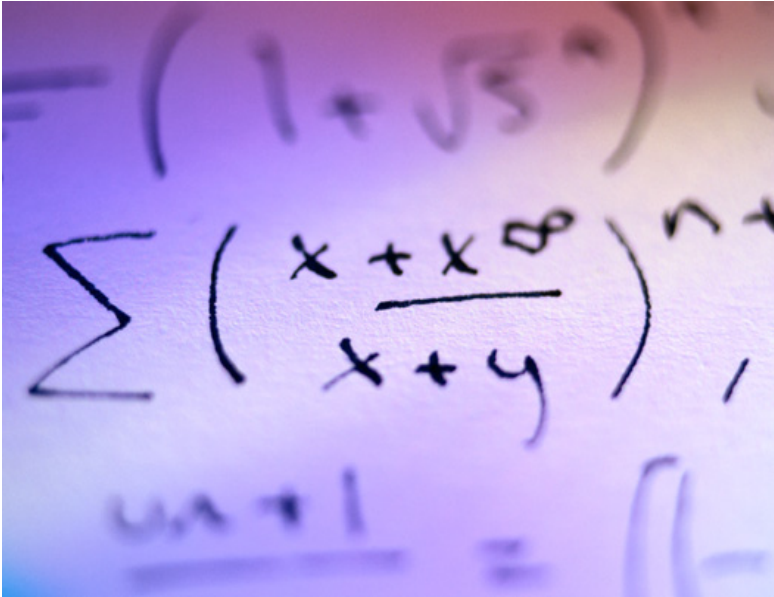
- Background
 - Motivation and Problem Statement (1 slide)
 - Related work (0-1 slide) *Know it but leave it out.*
 - Methods (1 slide)
- Results (4-6 slides)
 - Present key results or insights. *This is the main body of the talk.*

- Summary / Future Work (1 slide)
- Backup Slides *The ones you think are good but not critical... technical detail*

Source: Mark D. Hill, University of Wisconsin-Madison, Computer Sciences Department

<http://pages.cs.wisc.edu/~markhill/conference-talk.html>

Formula for a Good Conference Presentation



- **Determine what the key points are that you want the audience to remember**
- **Speak to one main point / idea per slide**
(even if you have more info than that on it)
- **Put the conclusion in the title**
(try to make the points compelling)
- **When in doubt – leave it out**
(save the math formulas for your paper)
- **Put page numbers on your slides**

Source: DB Global Markets Research

Brevity Is Your Friend

- Don't linger on your title slide
- Keep up a quick pace
- Don't read your text
- Don't read every word on the slide
- Cut non-critical words and slides ruthlessly
- Aim to have your slide pack finished in half the time you have been allotted

 Most really good speakers average one minute per slide, maybe two minutes



Source: DB Global Markets Research

Speaking More Than 2 Minutes on a Slide Is Deadly



- Ask for a lapel microphone
- Don't hug the lectern
- Be enthusiastic
- Use notes but don't read them
- Vary the tone of your voice
- Speak clearly
- Ask the audience a question
- Smile

http://www.presentationhelper.co.uk/bad_powerpoint.htm

<http://paulbuckley14059.wordpress.com/2007/04/>

Clarity and Creativity

- Large Fonts
- Color- especially to highlight
- Good illustrations- find a imaginative way to present your data

Can You Tell Me How to Get to Carnegie Hall ? Practice, practice, practice

- Practice with your computer
- Practice with PowerPoint
- Practice your talk

Source: DB Global Markets Research

What Made the Bull Case for Oil Prices?

- The emergence of China and India as new super-commodity consumers
- Under-investment in new productive capacity/supply
- Rising geopolitical risk
- Falling US dollar
- Migration of speculative activity into the commodities complex



This slide works well in a big room. The ideas are simple and the graphic is both compelling and part of the story. You can add detail to the bullets as you speak.

Source: DB Global Markets Research

US Oil Demand Already Showing Signs of Stress

Products Supplied for Domestic Use

Year-over-year demand in August has been flat.

Cumulative total average for the year is up only 1.2% despite high GDP growth.

thousand barrels/day	Four Week Averages (Ending)			Cumulative Daily Averages		
	8/24/2007	8/24/2006	% Chg	2007	2006	% Chg
Finished Motor Gasoline	9,634	9,585	0.5	9,319	9,211	1.2
Kerosene-Type Jet Fuel	1,603	1,632	-1.8	1,622	1,618	0.2
Distillate Fuel Oil	4,189	4,160	0.7	4,233	4,149	2.0
Residual Fuel Oil	743	740	0.4	761	719	5.8
Propane/Propylene	1,031	1,111	-7.2	1,228	1,173	4.7
Other Oils	4,000	3,963	0.9	3,636	3,675	-1.1
Total Products Supplied	21,199	21,190	0.0	20,800	20,546	1.2

This table works because of the color and the arrows
Be careful of tables unless you highlight the two or three MOST IMPORTANT numbers

Outlook

- Total products supplied over the last four-week period has averaged 21.2 million barrels per day, about the same compared to the similar period last year. Cumulative demand is up only 250kb/d or 1.2%.
- Motor gasoline demand has averaged 9.6 mmb/d over the last four weeks, just 0.5% above the same period last year.
- Jet fuel demand is down 1.8% over the last four weeks compared to the same four-week period last year.

Source: US DOE/IEA, DB Global Markets Research

Has the Oil Market Cycle Permanently Changed?

The most significant change in oil market cycles may be the increased length of time required for markets to rebalance in the aftermath of both supply and demand shocks.

Cyclical elements in the markets have not been eliminated.

■ Fundamentals

- Demand appears less sensitive to price now because incomes are higher.
- Energy supply is shifting towards more technically challenging projects and less market-oriented economies.

■ Market Structure

- The excess capacity in both production and refining during the 1980s and 1990s has been eliminated.
- The lower elasticities have lengthened the time needed to rebalance.

■ Financial / Trade

Commodities (including energy) are increasingly being viewed as a standard asset class by investors.

- The decline in the US dollar has likely encouraged demand and simultaneously reducing producers revenue.
- More restrictive trade practices could limit the ability of industry to respond to these forces.

■ Geopolitics

- From the perspective of the OECD nations, energy resources are increasingly concentrated in countries with a mixed record of cooperation with traditional international energy companies.

I love the content of this slide but it is boring from a visual standpoint. It would be better if only the first line of the bullets were visible and the details of the four points were shown separately in four slides that included an illustration

“Tail Events” Can Impact the Economy and Demand

Jet fuel represents about 7% of the global demand for oil, and aviation would be very vulnerable to anti-pandemic measures .

Avian Flu and SARS

- In 2006, outbreaks of the H5N1 avian influenza that began in South-East Asia in mid-2003, spread to a few parts of Europe. Although influenza pandemics are a rare event, they were a recurrent feature of the 20th Century. During this period there were three major pandemics: Spanish influenza in 1918 (45 million dead), Asian influenza in 1957 (2 million dead) and Hong Kong influenza in 1968 (1 million dead).
- The SARS pandemic in 2003 with just 8,097 victims (775 deaths) cut Chinese GDP by 1%, -2.6% in Hong Kong and -0.6% in Canada. In the UK, foot-and-mouth was estimated to have cost up to 0.5% of GDP. According to the WHO, H5N1 could lead to somewhere between 2 to 7.5 million deaths, or between 2-4% off world GDP growth.
- Commodity markets would likely be extremely vulnerable to avian flu particularly if it originates in Asia since Asia and specifically China have been the major contributor to global commodity demand over the past few years.
- The sectors most at risk are likely to be aviation (jet fuel) and retailing as households restrain from activities which heighten their risk of catching the virus.
- The World Health Organization follows the Avian flu crisis on a daily basis. The latest developments of the virus can be monitored on their website http://www.who.int/csr/disease/avian_influenza/en/

Influenza Pandemics & GDP Growth

Spanish Influenza 1918

Real GDP growth yoy	USA	Japan	UK	Australia	Canada
1914-1918 (average)	6.1	5.6	3.0	0.9	3.5
1919	-5.2	7.9	-13.9	-1.8	-11.1
Effect on GDP growth	-11.3	2.4	-16.9	-2.7	-14.7

Asian Influenza 1957

1953-57 (average)	2.6	8.4	3.1	4.4	5.3
1958	-0.5	5.8	-0.2	4.8	1.8
Effect on GDP growth	-3.1	-2.6	-3.3	0.4	-3.5

Hong Kong Influenza 1958

1964-68 (average)	5.2	10.0	3.3	5.3	5.5
1969	3.1	11.9	2.1	6.0	5.0
Effect on GDP growth	-2.1	1.9	-1.2	0.7	-0.5

This slide is too hard to explain in one minute but works in a “handout” but not on a screen in a big room.
If you feel compelled to show it... make one point (JET FUEL) and move on.

Source: DB Global Markets Research

Explaining \$30 Moves in the Oil Price

Down \$30 – July 2006 to January 2007

IMPACT

\$10	Evaporation of the political risk premium
\$6	Weather
\$5	Index re-weighting / technicals
\$3	The pause of “Alpha” money
\$3	Inventory/spare capacity issues
\$3	Economic impact of high energy prices

\$30

Up \$30 – January 2007 to July 2007

IMPACT

\$10	Return of “Alpha” money
\$6	Weather
\$5	Return of the political risk premium
\$3	Technicals / return of backwardation
\$3	Inventory/spare capacity issues
\$3	Economic impact of high income growth

\$30

This slide is too hard to explain in one minute but not on a screen in a big room

Source: DB Global Markets Research

Outlook

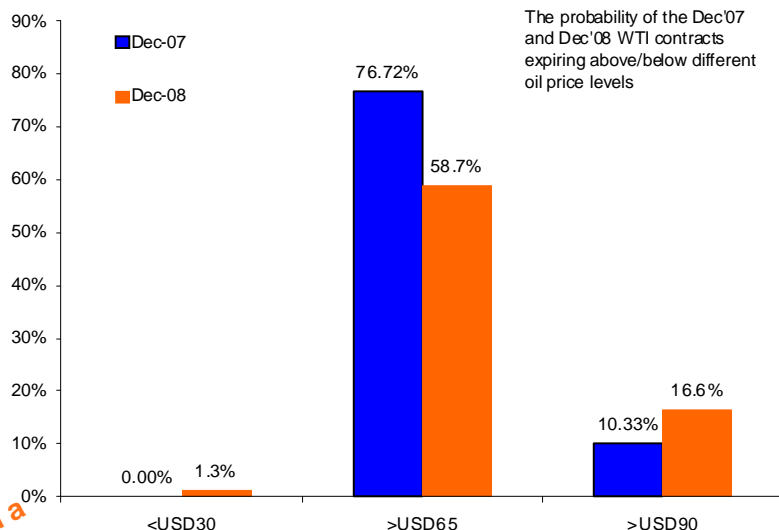
- We believe six key factors converged to drive oil down over the August-January period. Our rough estimation of the monetary impact of each is shown.
- Some of these are temporary: Weather; Index re-weighting; Alpha money pause, and the political risk premium.
- Some of these are more permanent in nature: Economic impact; spare capacity issues
- “Beta” money (funds seeking diversity) may indeed be playing a role
- The re-emergence of backwardation in the oil futures markets is again providing positive roll returns to index funds
- Yet to be determined: Investment and capacity issues in exploration, production, and refining



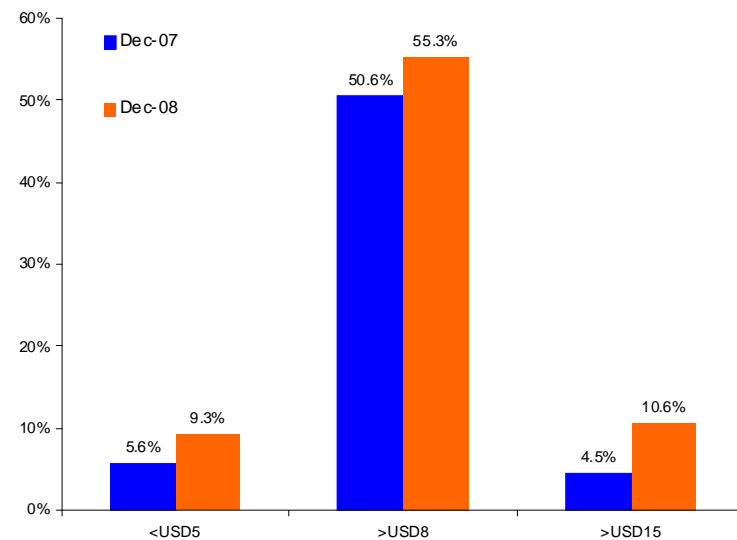
Options Market Does Not Believe in Spikes

The options market has virtually eliminated the oil price spike scenario.

The Options Market & Oil Price Spikes



The Options Market & Gas Price Spikes



Source: DB Global Markets Research

Outlook

- Lower oil demand growth, rising non-OPEC supply and an easing in geopolitical risk have led the WTI crude oil and US natural gas options markets to downgrade the probability of an oil and natural gas price spike over the coming year.
- Currently, the options market attaches a less than one-in-twelve chance of the Dec-07 WTI contract expiring above USD90/barrel. Last year, the options market attached a 1-in-4 chance of oil prices spiking above USD90/bbl.
- While the market has focused on the rise in natural gas inventory, in terms of days forward cover we believe this market remains prone to price spikes particularly in an environment of a hot US summer and an active western Atlantic hurricane season.

This slide is too hard to explain in one minute but not on a screen in a big room

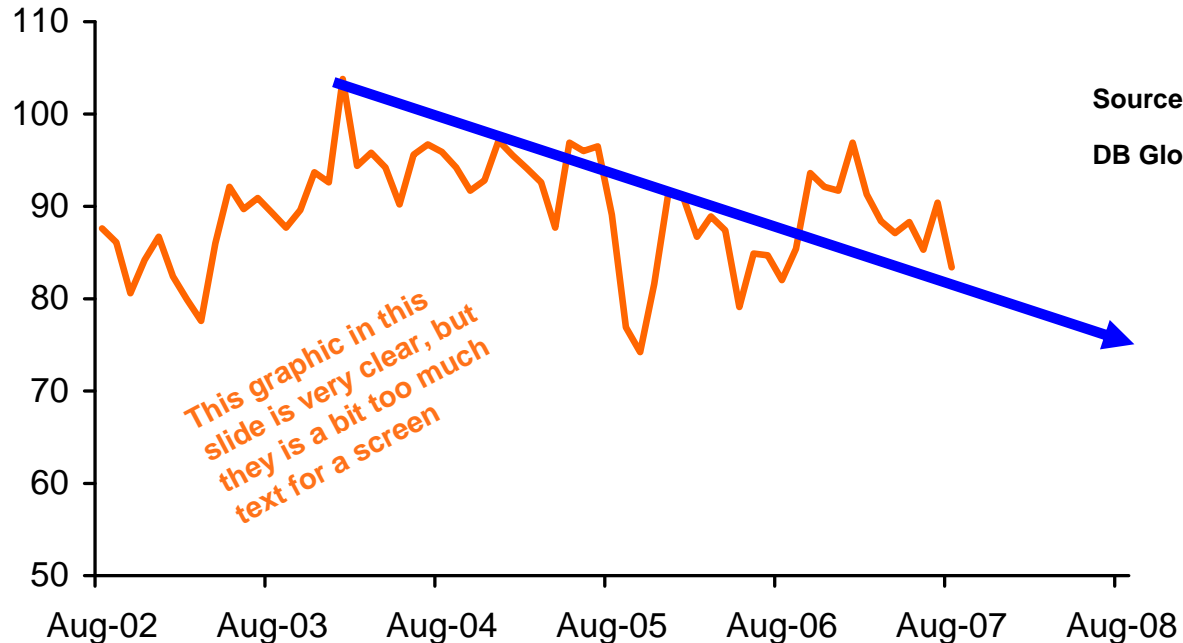
US Consumer Sentiment Is Collapsing

Reuters / University of Michigan Index of Consumer Sentiment

The financial crises could spill over into the real economy if consumer spending falls significantly.

Over the last 50 years, every US housing downturn as sharp as the current one has translated into a US recession.

US house prices are falling at an annual rate of nearly 4% - an event not seen since the Great Depression.



Outlook

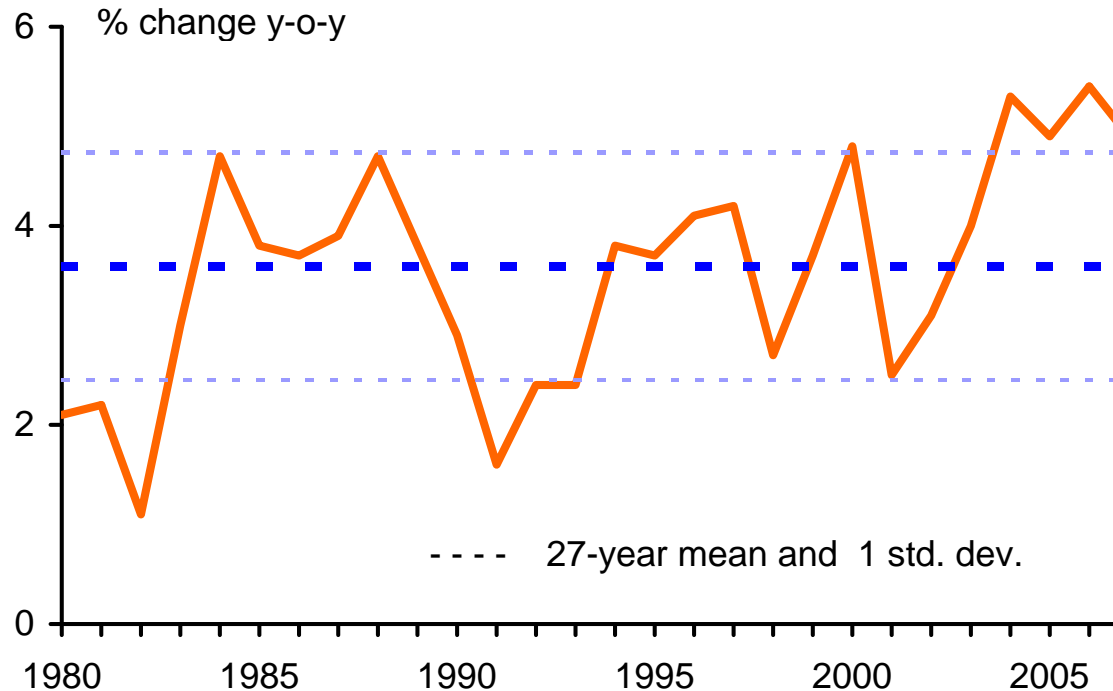
- Americans may cut back on the spending that accounts for two-thirds of the economy as the worst housing slump in 16 years erodes property values.
- Job and wage gains, which have sustained consumer spending, are at risk as builders and mortgage companies fire workers.
- The expectations index, an indicator of future consumer spending, fell to 73.7 in August from 81.5 in July.
- Consumer spending in the second quarter rose only 1.4% according to the US Commerce Department. The gain was smallest in a year.

GDP Growth of 5%/yr Since 2003: Sustainable?

Global GDP Growth Since 1980 Has Averaged 3.6% - Plus or Minus 1%

Is super-strong GDP growth being taken for granted?

This is good balance between content and visual impact



Outlook

- The virtual seizing-up of large parts of global money markets is a very serious event. A healthy, functioning money market is absolutely central to the functioning of a modern economy.
- The potential for a sharp downturn in global GDP growth is increasing.

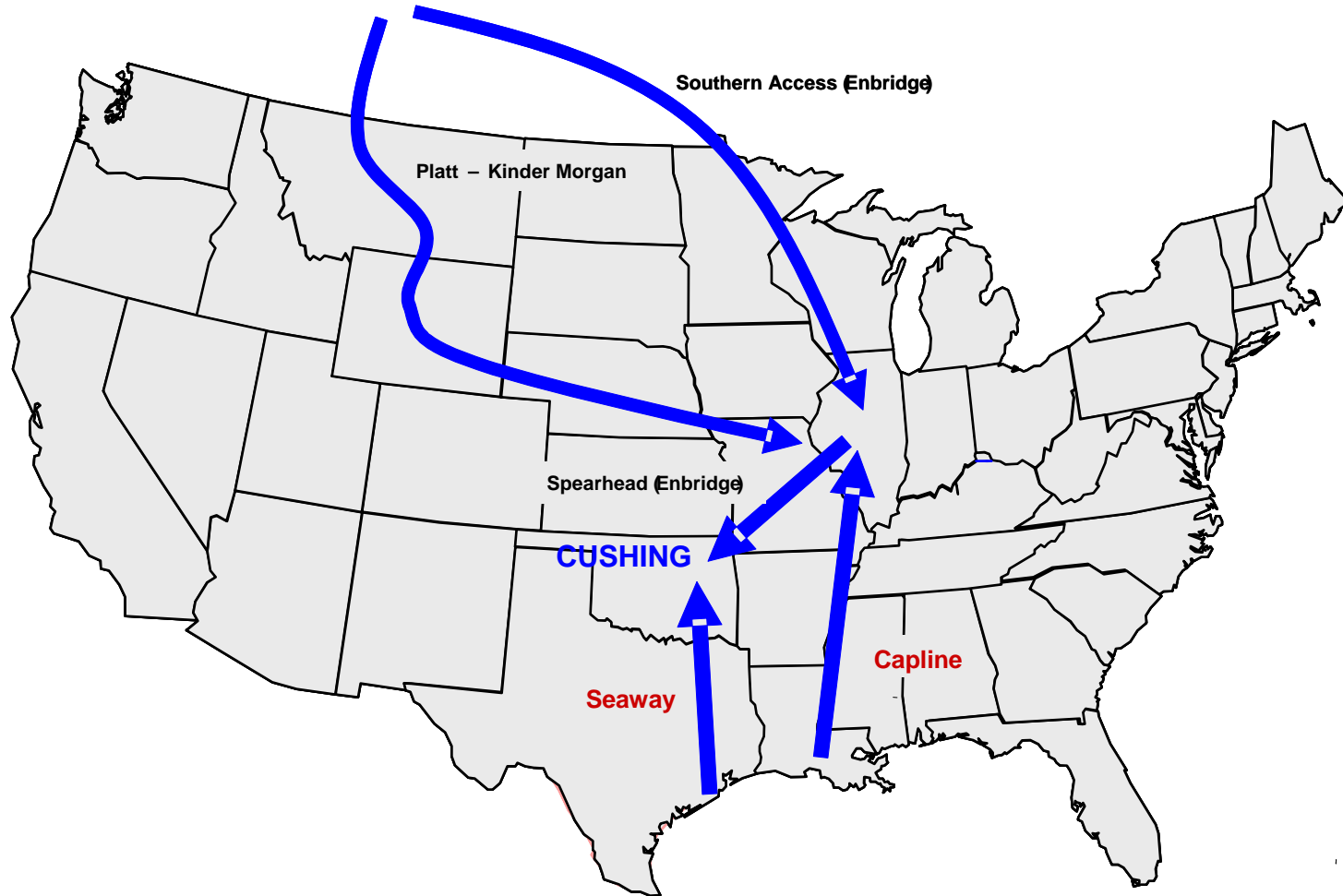
Source: IMF, DB Global Markets Research

Glut of Crude at Cushing Corrected Quickly

Canadian imports over 1mm b/d and heavy oil output set to grow 200-300kb/d annually for the next decade.

Seaway was delivering over 200 kb/d

Refinery outages reduced crude runs by 400 kb/d



Maps make good graphics, but make sure the map is simple and clear

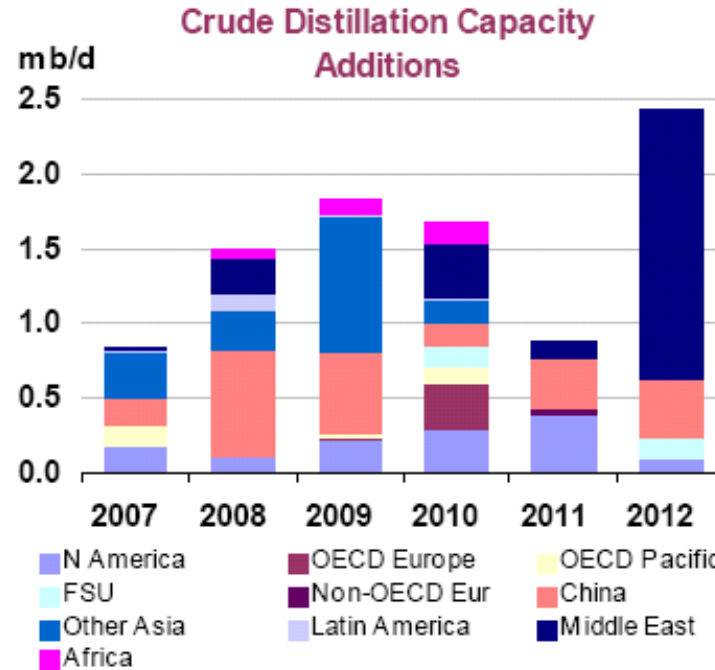
Source: DB Global Markets Research

Learn How to Borrow Graphics from Other Sources

This Graphic Was Captured from an Adobe pdf file Using the Snapshot Tool

Spend some time learning the features in Adobe Reader

This graphic from the IEA in Paris is well designed



Source: International Energy Agency
Medium Term Oil Market Outlook

Adobe Snapshot Tool Tips

- The Snapshot Tool looks like a tiny camera found on the menu bar in Adobe Reader
- Cut and Paste the graphic you want
- If the resolution is too low, increase the display size of the original document in Adobe
- Make sure you give credit to the original author

Use Humor If and When It Is Appropriate

Cost Comparisons



This graphic from Michael Lewis always makes me smile!

Source: DB Global Markets Research

List of Hints for Better Graphics

Polish Your Graphics: #8 from 10 Secrets to Giving a Good Scientific Talk

- Use large letters (no fonts smaller than 16 pts!!) To see how your graphics will appear, place the slide on the floor - can you read it standing up?
- Keep the graphics simple. Don't show graphs you won't need. If there are four graphs on the viewgraph and you only talk to one - cut the others out.
- Don't use too many fonts or type styles.
- Use color. Color makes the graphic stand out. Avoid red in the text – it's difficult to see.
- Check your slides on screen. Some look fine on paper, but project poorly.
- Some of the best talks use cartoons. It is easier for some to follow along if they can see a diagram of the procedure or process being described.

Source: Mark Schoeberl and Brian Toon,

Ten Secrets to Giving a Good Scientific Talk

http://www.agu.org/sections/atmos/scientific_talk.html

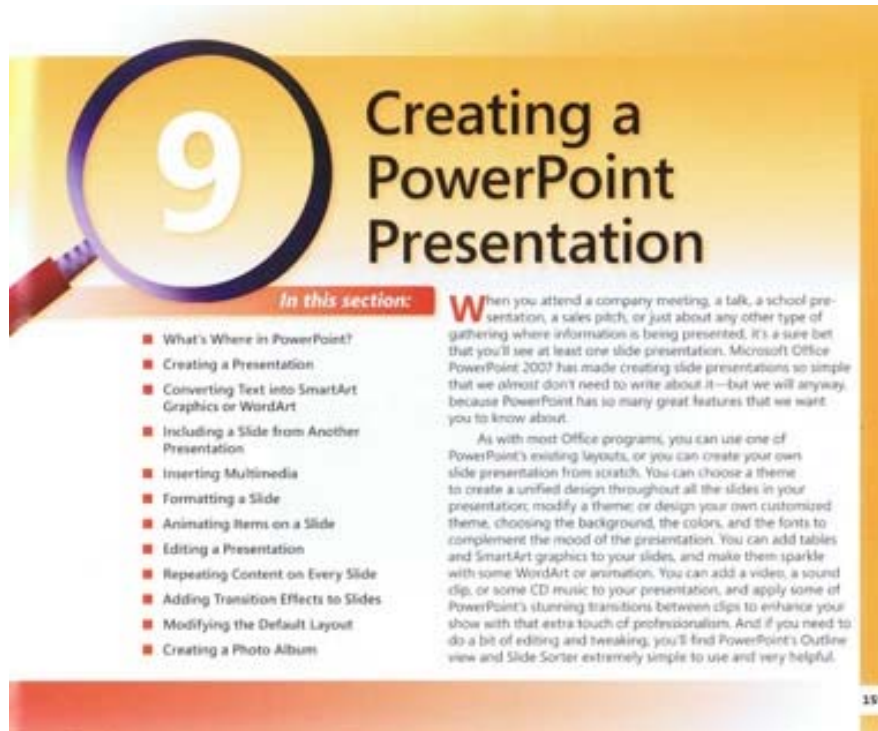


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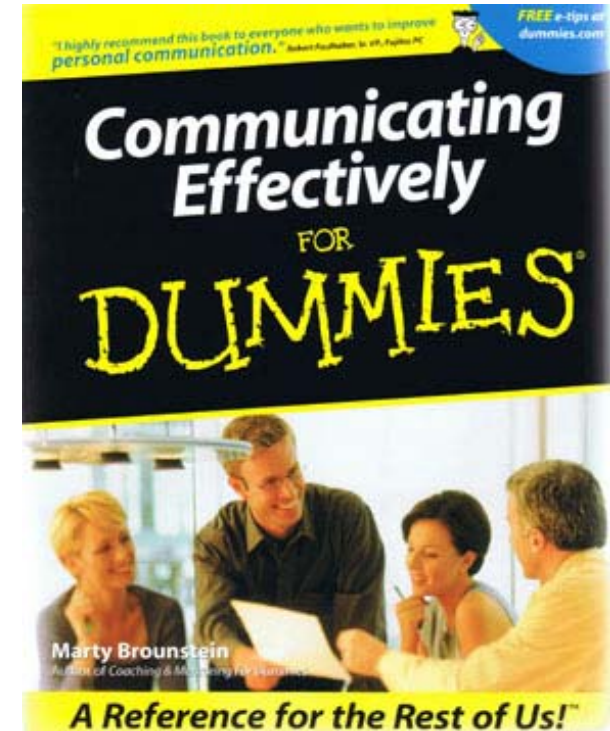
Do Some Homework

Read Up on How to Do It

There's plenty of good literature out there on how to create a PowerPoint presentation and give it effectively.



2007 Microsoft Office System Plain & Simple
Jerry Joyce, Marianne Moon Microsoft Press



Communicating Effectively for Dummies
Marty Brounstein Wiley Publishing

Public Speaking Tricks

These tips can win their hearts

- Look at the audience, not the screen
- Make eye contact with audience members in different parts of the room
- Deliver the talk from different positions on the stage (but don't overdo it)
- Repeat audience questions before answering them
- Think about an audience question before answering it
- If you don't know, say "I don't know"
- If someone in the audience has done related work, credit them in your talk

These will win their minds

- Fonts smaller than 18 point (20pt if using an LCD projector) are "forbidden"
- Lines that take more than one line are "forbidden"
- Debug your slides before you inflict them on an audience
- Spelling checked?
- Rehearse how you will deliver the first two or three slides just before you do it
- Audiences like their questions as much as your talk
- Nobody ever walked out of the room saying "That talk was too short"

This slides violates a good rule that says don't have more than seven bullet points

It also violates the 20pt font rule

Source: Mike Dahlin, University of Texas at Austin, *Giving a Conference Talk*

<http://www.cs.utexas.edu/~dahlin/professional/goodTalk.pdf>

Know Your Audience

Adjust the Content of Your Talk Accordingly

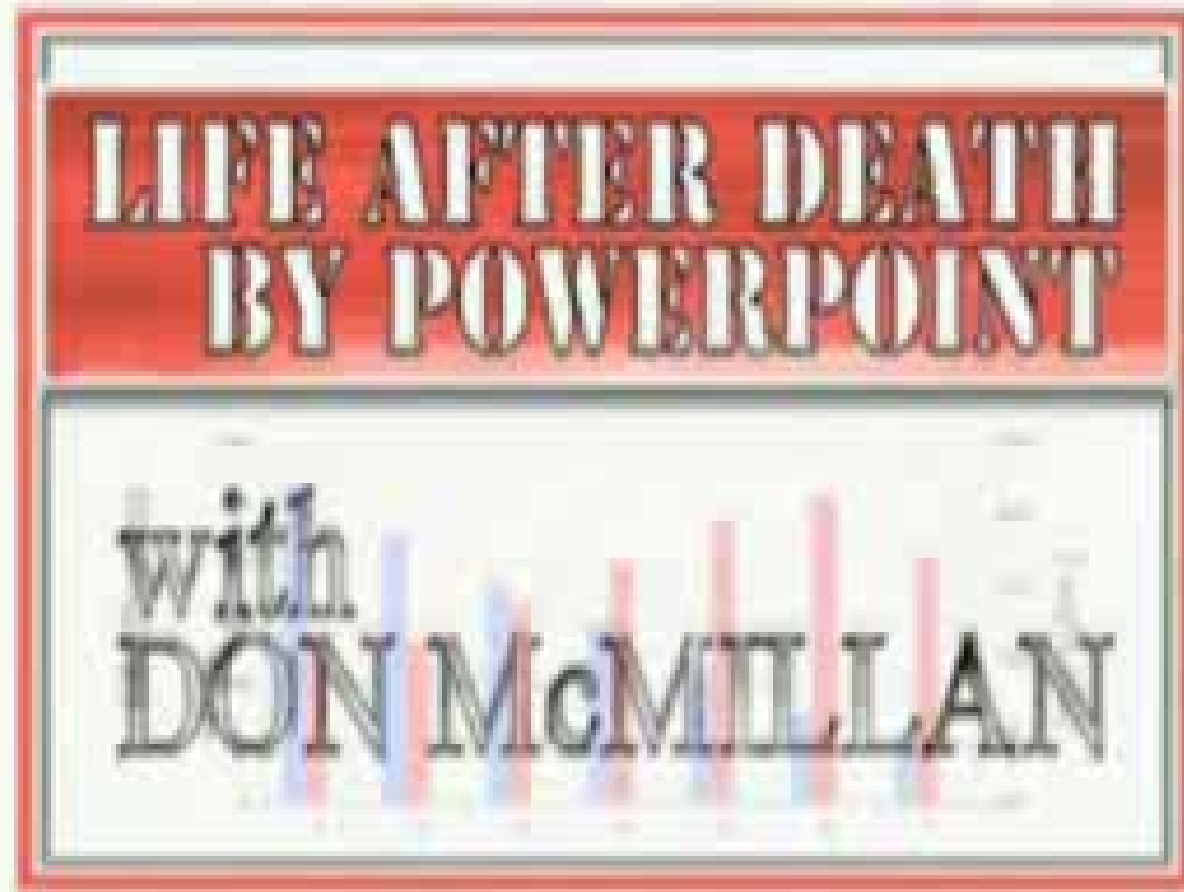
- How much do they already know about the subject?
- How much background do they have to understand the subject?
- From their perspective, what are they likely to find interesting and exciting?
- How much diversity is there in the audience?
- Did you provide something of value for both an expert and a newbie?



Source: The North American Network Operators' Group, Tips on Giving a Talk

<http://www.nanog.org/talkpointers.html>

Don McMillan: “Common PowerPoint Mistakes”



Video Clip courtesy of
Toastmasters International

Clip not imbedded in this file
due to 8MB size.

See YouTube at url shown

Summary: Crafting a Memorable Presentation

■ **Headline**

- Attention grabbing main point

■ **Hook**

- Why should I listen to this?

■ **Reasons**

- Key messages with adequate support

■ **Recap**

- Tell them what you told them

Source: DB Global Markets Research

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Adam Sieminski

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